

KEMENTERIAN KOMUNIKASI
DAN MULTIMEDIA MALAYSIA



DIGITAL TERRESTRIAL TELEVISION STATUS IN MALAYSIA

ITU/NBTC SEMINAR ON DIGITAL BROADCASTING

12th DECEMBER 2017
BANGKOK, THAILAND

Content

OBJECTIVE

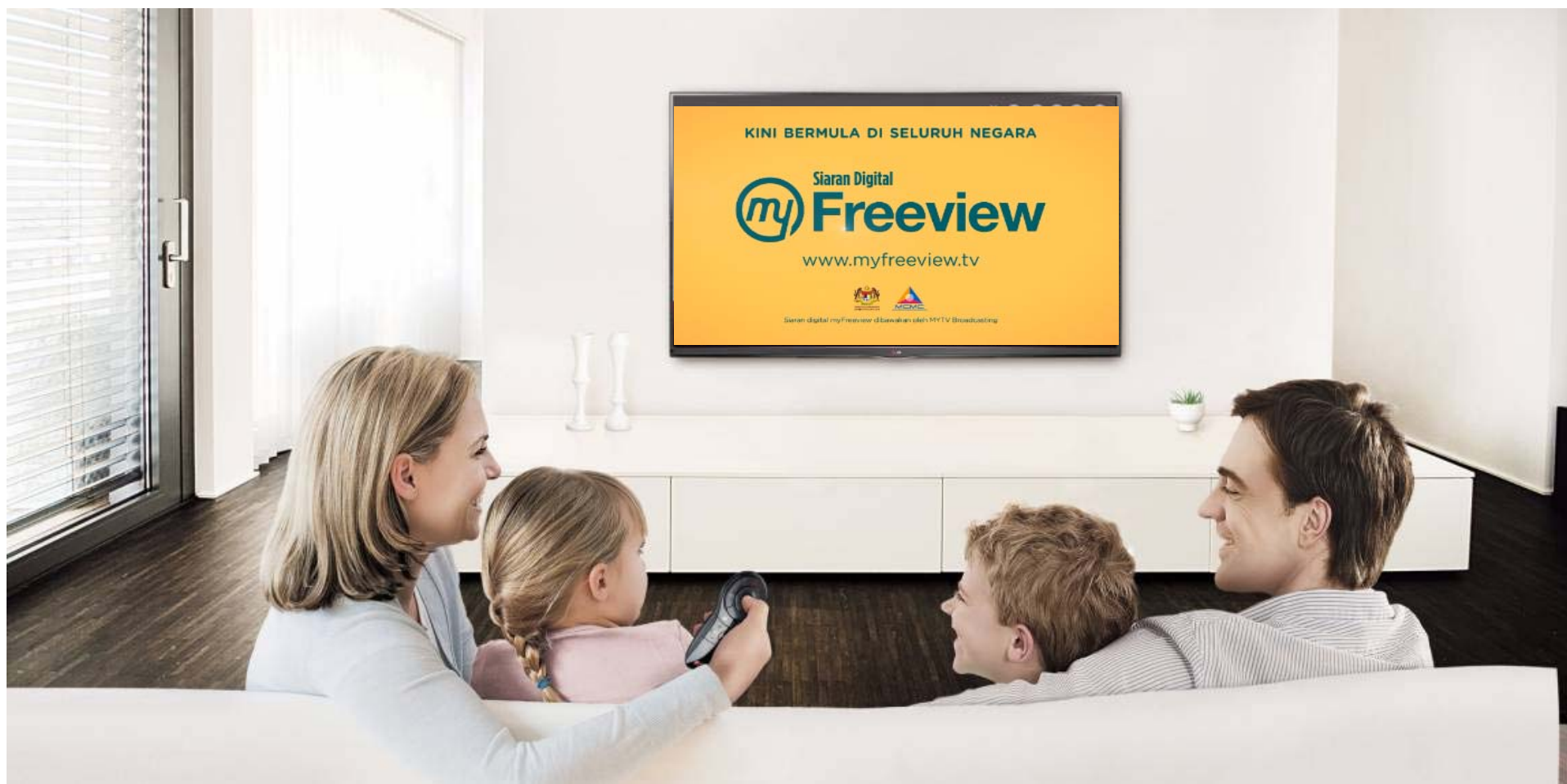
**SITES ROLLOUT AND SET TOP BOX
DISTRIBUTION**

EDUCATION & AWARENESS CAMPAIGN

SUMMARY

Objective

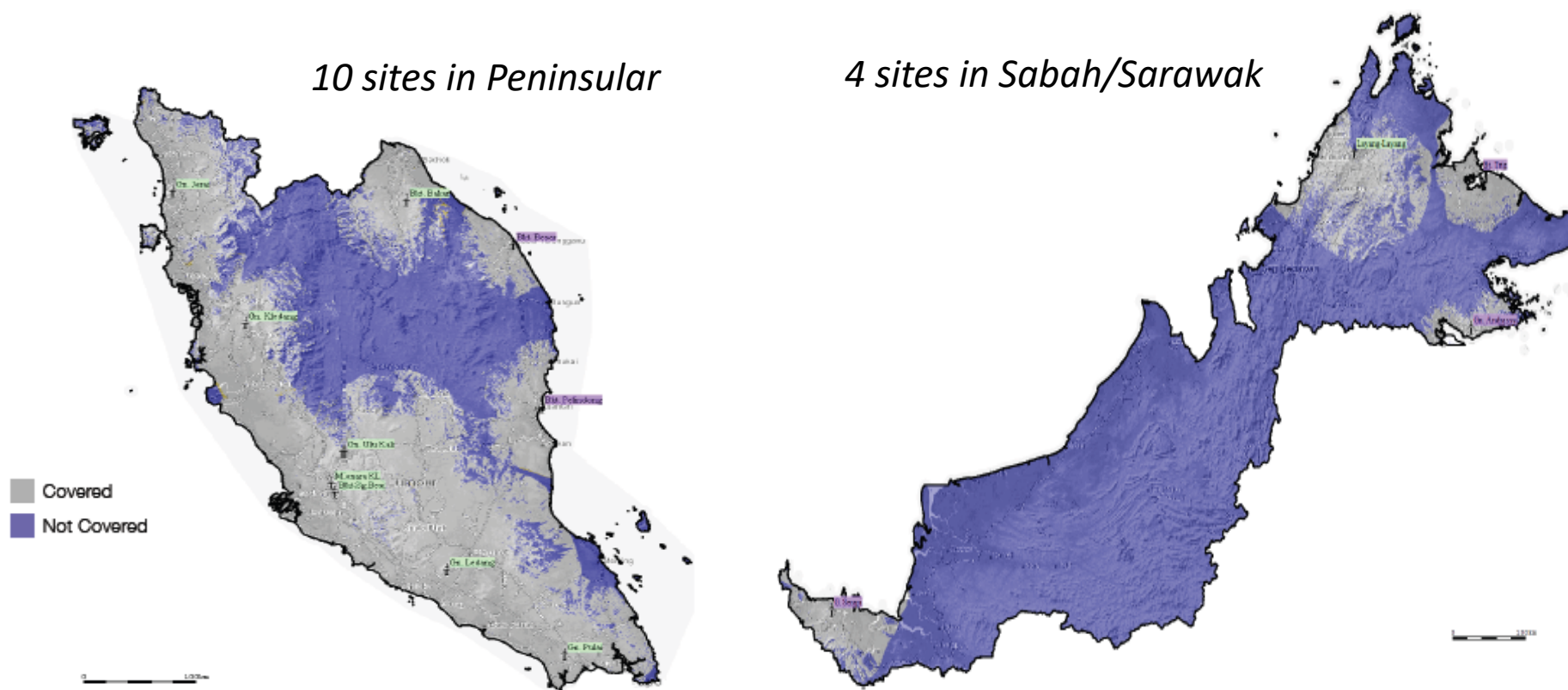
- ❑ To provide an update on the status of Digital Terrestrial Television Broadcasting (DTTB) services implementation in Malaysia



Sites Rollout (1 of 2)

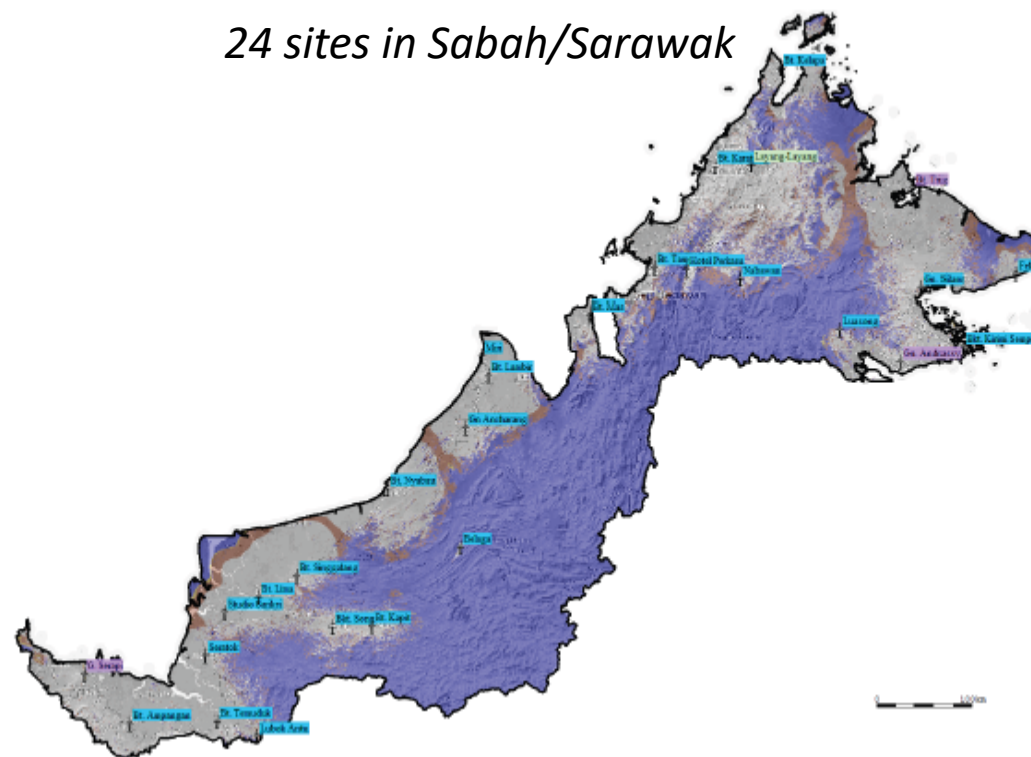
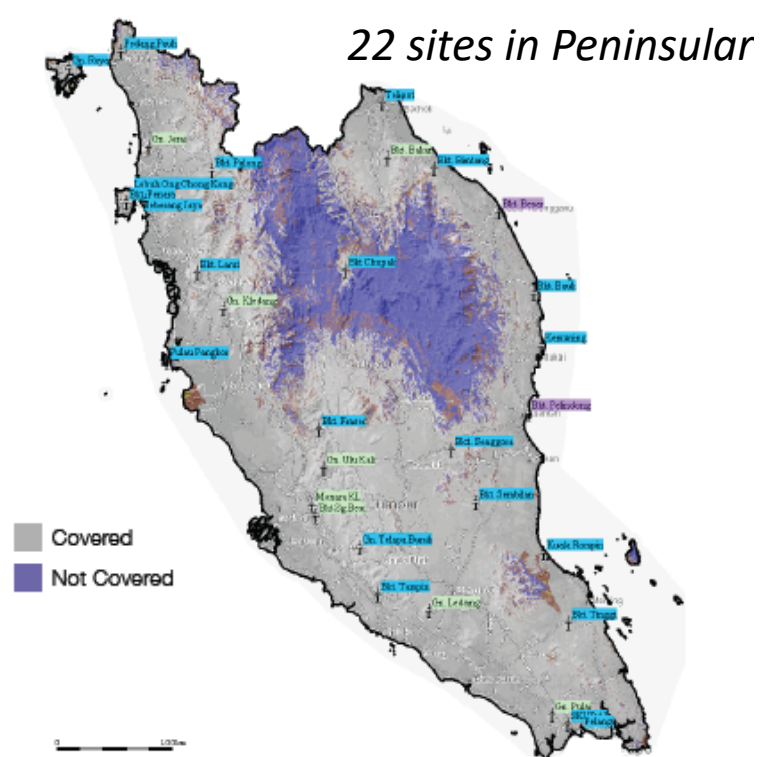
□ The overall DTTB sites rollout is implemented in 2 phases:

a) **Phase 1 – 14 main sites** (to reach 85% population coverage) has been completed in May 2016



Sites Rollout (2 of 2)

b) **Phase 2 – 46 sites** (to reach 98% population coverage) – 15 sites have been completed by Sep 2017. To date, an estimated 91.2% service coverage is available nationwide



Free Set Top Box (STB) Distribution

- ❑ MYTV shall provide 2 million free STBs;
- ❑ As of 23 November 2017: 439,346 free STBs has been distributed to the eligible households

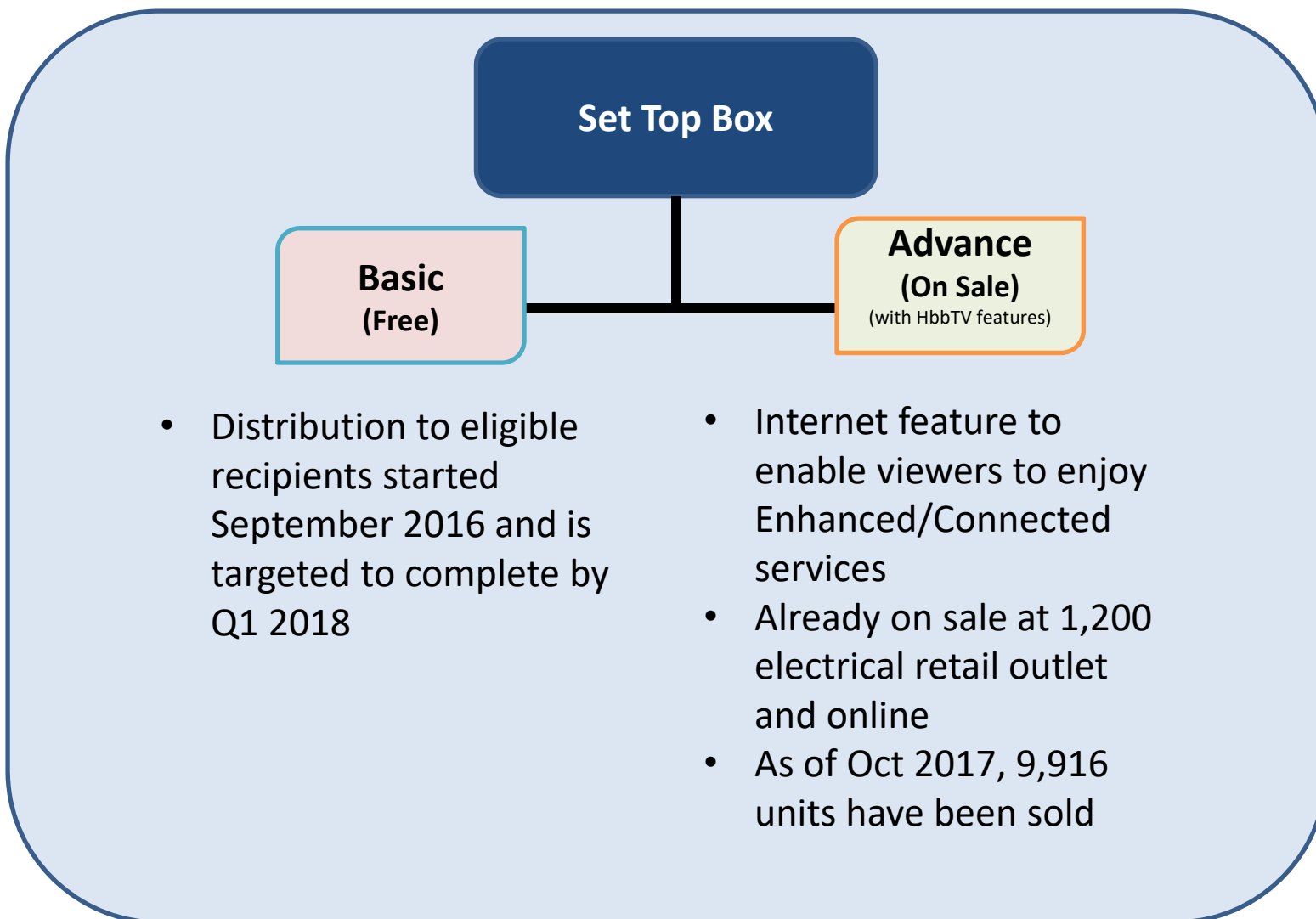


Deployment Progress to date:

NO	STATE	TOTAL DELIVERY
1.	Kelantan	90,301
2.	Pahang	55,613
3.	Terengganu	54,293
4.	Kedah	122,188
5.	Perak	75,761
6.	Pulau Pinang	18,712
7.	Johor	8,746
8.	Melaka	4,294
9.	Negeri Sembilan	9,438
	GRAND TOTAL	439,346



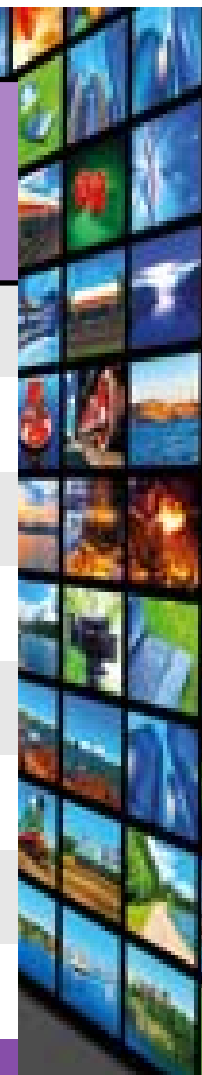
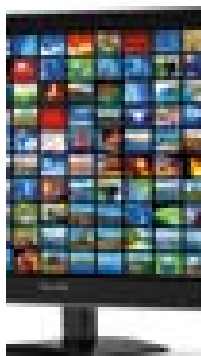
Multimedia Receivers Available in the Market (1 of 2)



Multimedia Receivers Available in the Market

Integrated Digital TV (“iDTV”) Approval in Q4 2017

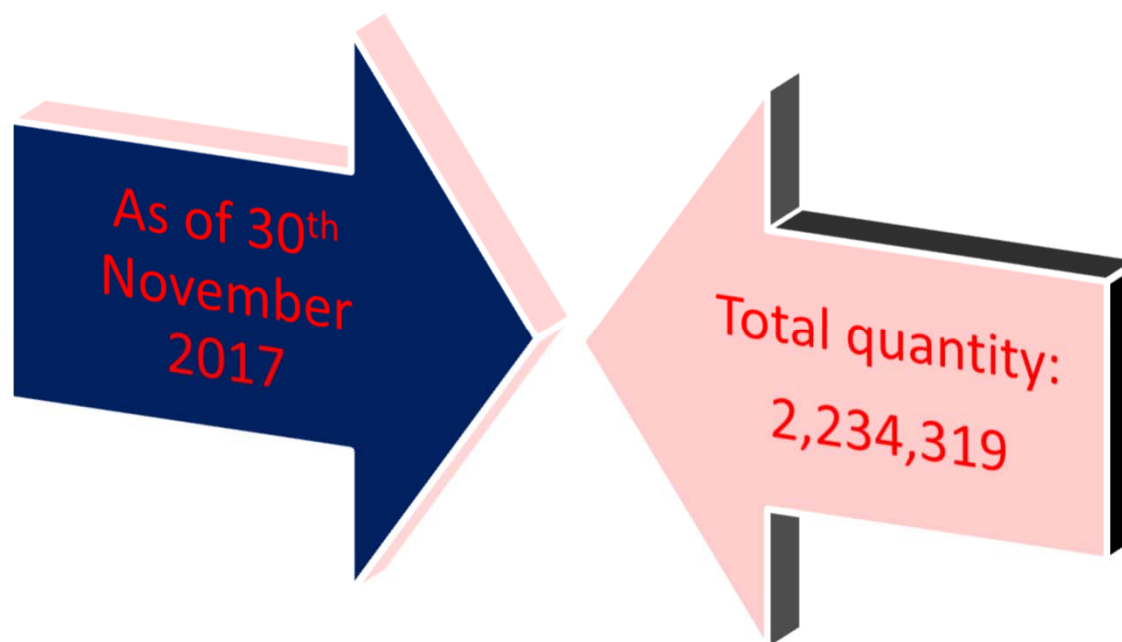
No	Brand	No. of certified models (Type Approval)	No. of certified models (Type Approval-HbbTV)
1.	Samsung	202	-
2.	Sony	70	23
3.	Panasonic	68	-
4.	Sharp	55	-
5.	LG	128	-
6.	Toshiba	41	-
7.	Philips	20	-
8.	Hisense	18	-
Total		602 models	23 models



*Reference: DTTV Portal at <http://ecomm.sirim.my>

Multimedia Receivers Certification Program

Self Labelling Program ("SLP") Product Registration for iDTV & STB



Note: Total no. of Product Registration = Total no. of iDTV/STB Serial No.

Free to Air channels in DTT platform

- ❑ There are 12 Free to Air (“FTA”) channels currently transmitted over the DTT platform:

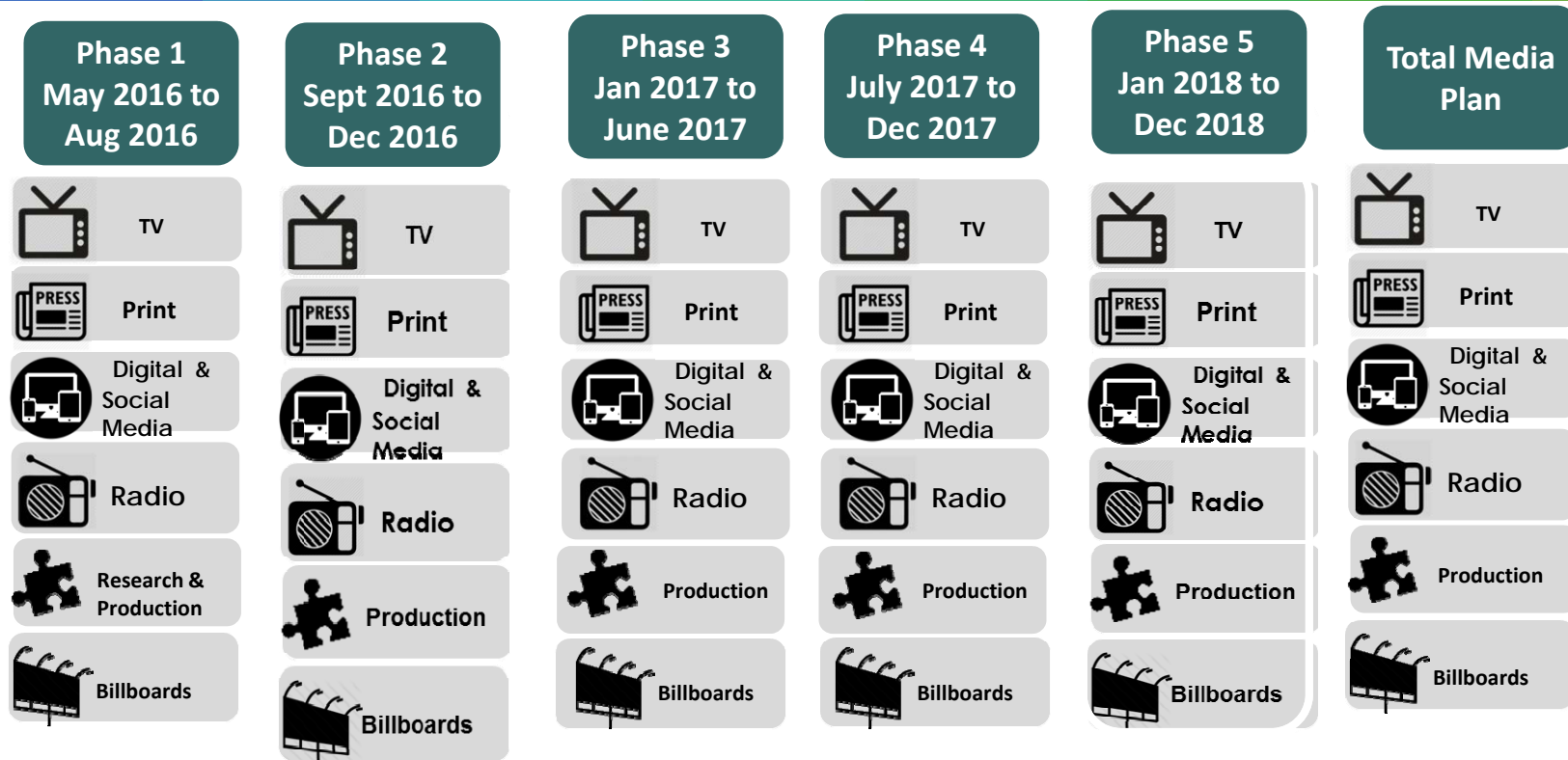


AND MANY MORE TO COME

- ❑ 15 additional new entrants have obtained Content Applications and Service Provider (CASP) licenses
- ❑ 4 RTM Radio Stations (on air)

❖ EDUCATION AND AWARENESS CAMPAIGN

Education & Awareness by myFreeview 2016-2018



❖ EDUCATION AND AWARENESS CAMPAIGN

Official Launch Event (6th Jun 2017)



❖ EDUCATION AND AWARENESS CAMPAIGN

TV Awareness Campaign Result



All Free-To-Air TV

- High Reach & High Frequency
- 1+ Reach 77.8% of Target Audience
- 3+ Reach 68.1% of Target Audience
- Cume Avg Frq = 24.2 Times

Source: AC Nielsen

(05 Jun to 03 Aug 2017)

❖ EDUCATION AND AWARENESS CAMPAIGN



Newspaper Awareness Campaign Result



Result:

- High Reach & High Frequency
- Net Reach 69% of the Target Audience Opportunity to See (OTS) of 10.1 Times.

Source: AC Nielsen

(01 Jun to 16th Aug 2017)

❖ EDUCATION AND AWARENESS CAMPAIGN



Radio Awareness Campaign Result



Radio Campaign Performance

Achieved High Reach & High Frequency

Min Cumulative Reach 77.9%

Min 3+ Reach 60.9%

Min Avg. Frequency: 14.2

myFreeview Campaign

19 Jun to 20 Aug 2017

Source: GfK Radio Audience Measurement

Note: RTM Radio Station is not included,
RTM does not participate in a R&F Research

❖ EDUCATION AND AWARENESS CAMPAIGN

Out of Home (Cinema - 30 sec)



No	Cinema	No. of Halls
1.	TGV	71
2.	GSC	173
3.	MBO	207
	Total	451

Total Estimated Viewers:
5,311,320 pax

❖ EDUCATION AND AWARENESS CAMPAIGN



Post Launch Campaign – Out Of Home



Total Unipole: 4 units
Total Freestanding: 39 units

Total Estimated Traffic for all 43 Locations
Total Daily Traffic Count: 2,853,744
Total Monthly Traffic Count: 85,612,320

❖ EDUCATION AND AWARENESS CAMPAIGN



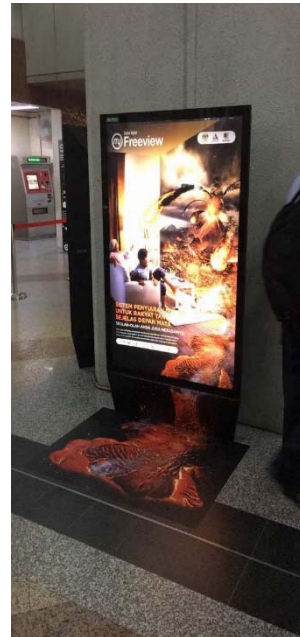
Out of Home (LRT) – Top Panel + Light Box



In Train Overhead Panel (ITOP)



Horizontal Panel (Ampang Line)



Station Lightbox (Kelana Line)

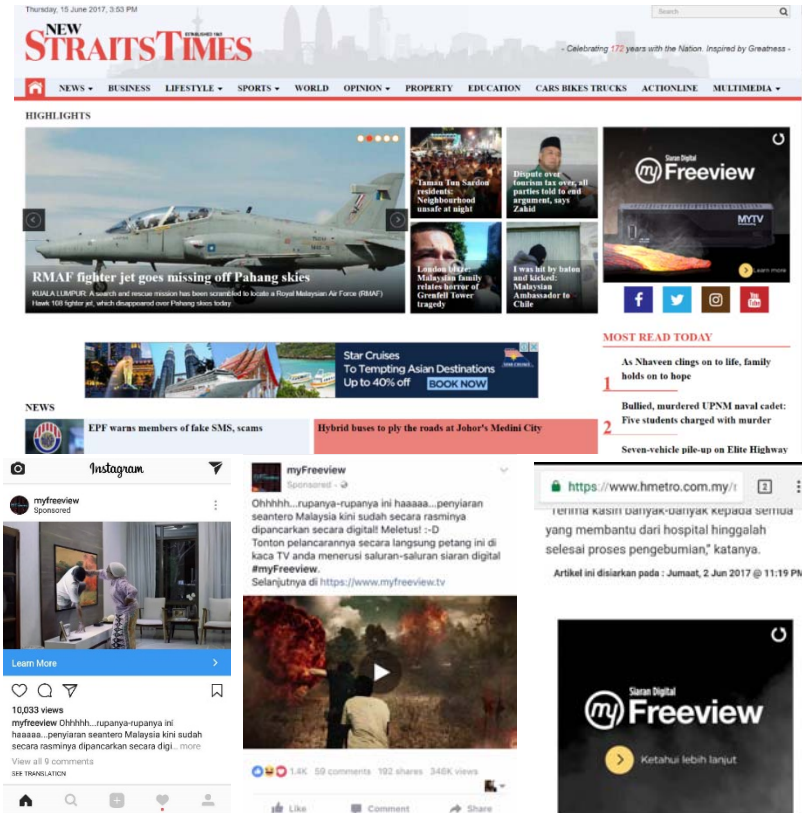
<i>Kelana Jaya Line</i>	<i>Ampang Line</i>
<ul style="list-style-type: none"> • 3 x Trains ITOP • 3 x Station Lightbox 	<ul style="list-style-type: none"> • 3x Trains ITOP • 3 x Station Horizontal Panel

*Average Monthly Ridership:
11.7 Million*

❖ EDUCATION AND AWARENESS CAMPAIGN



Post Launch - Digital Ads

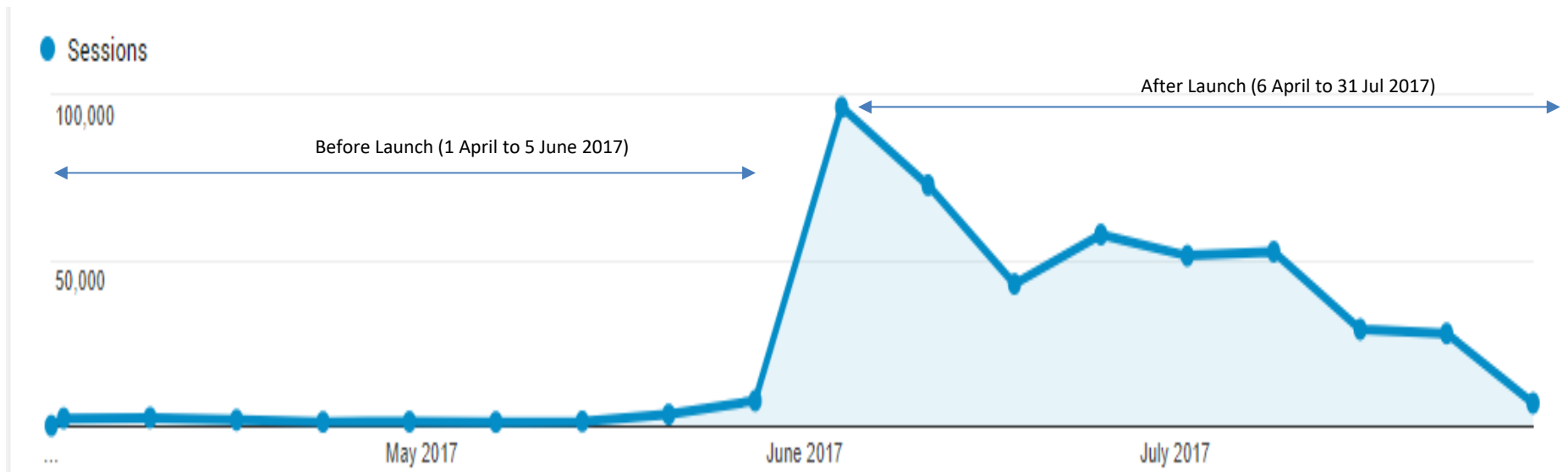


Channels	Impressions
Search Engine Marketing (SEM)	Total Est. Impressions 53,499,283
Facebook	
Instagram	
Twitter	
YouTube	
YouTube Premium Buy	
Google Display Network	
Social Share	
Innity Display Network	
Newspaper	
Radio	
TV	

❖ EDUCATION AND AWARENESS CAMPAIGN



Website Analysis – Traffic Channel Volume



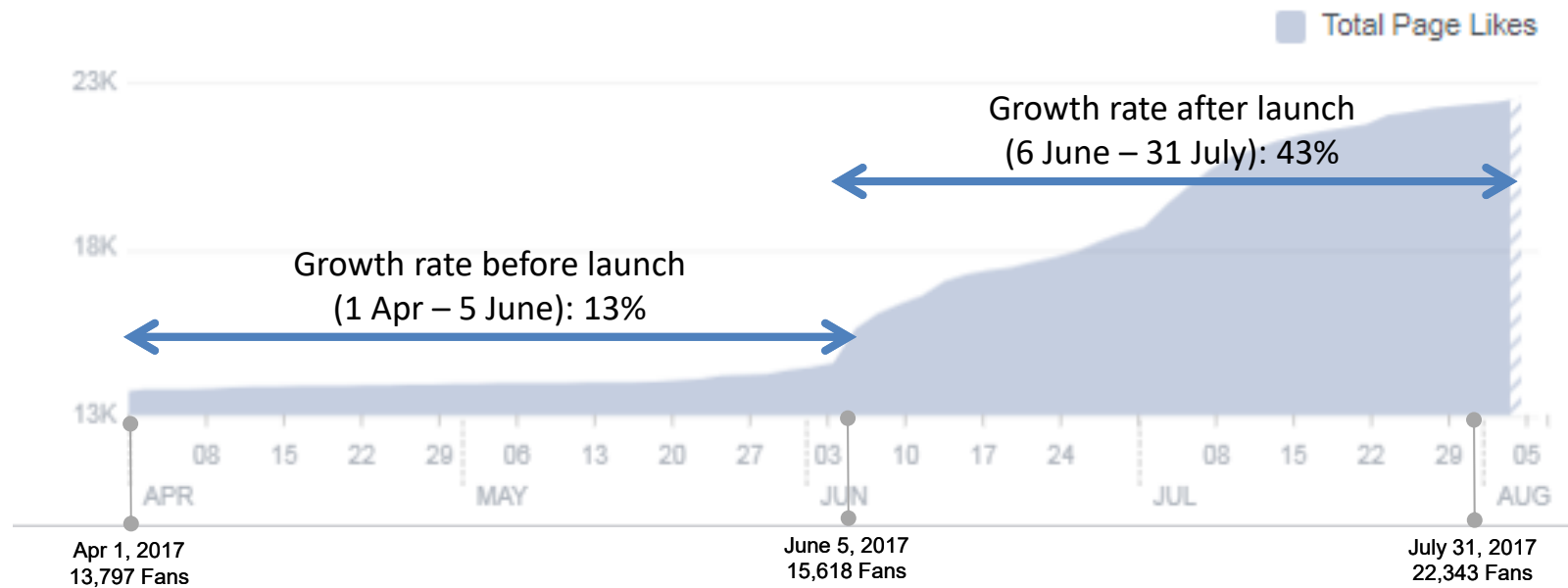
url: myfreeview.tv	Before Launch (1 Apr – 5 Jun)	After Launch (6 Apr – 31 Jul)
Total no. of sessions	34,002	428,334

$428,334 / 34,002 = 12.6$ Times Total Web Sessions increased by 11.6 Times

❖ EDUCATION AND AWARENESS CAMPAIGN



Facebook – Growth Rate



Growth rate after launch has increase from 13% to 43%.

❖ EDUCATION AND AWARENESS CAMPAIGN



SEA Game Campaign



Siaran Digital
my Freeview

SEA Game Campaign
(19th – 30th August 2017)

❖ EDUCATION AND AWARENESS CAMPAIGN



Campaign Objectives

- To sustain brand visibility by creating hype in conjunction with KL 2017 SEA Game
- To encourage audience to watch KL2017 SEA Game & to give support to Team Malaysia.
- To encourage target audience to switch to myFreeview for better viewing experience.



❖ EDUCATION AND AWARENESS CAMPAIGN



MyFreeview SEA Games Contest

With myFreeview, Malaysians can share in an uninterrupted spirit of patriotism.

This contest starts during the SEA Games season.



❖ EDUCATION AND AWARENESS CAMPAIGN

Contest Prizes



60 pcs KL 2017
Official T-Shirt
(30 Black & 30 White)



36 units myFreeview
Advance Decoder



12 units Samsung 55" Curve SMART TV
FULL HD LED DDTV UA55K6300

❖ SUMMARY

STATUS OF SITES ROLLOUT AND SET TOP BOX DISTRIBUTION

- DTT services are currently available to an estimated 91.2% populated areas in Malaysia;
- 2 million free set top boxes shall be distributed to eligible recipients by Q2 2018; and
- Malaysia aims to implement ASO in line with ASEAN member countries by 2020

EDUCATION AND AWARENESS CAMPAIGN

- DTT service has been launched by Prime Minister on 6 June 2017 and has created Nationwide Awareness & Interest ;
- Education & Awareness Campaign has reach out effectively with High Reach & High Frequency; and
- Phase 5 of the campaign will begin in Q1, 2018 to continue the momentum of the campaign up to ASO



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Thank you